

CLAIMS

Sub What is claimed is:

b1

1. A method of providing information on advertisements viewed comprising:
 - a) instrumenting a viewing device with an instrumentation program;
 - b) receiving information at the viewing device, the information including advertisements; and
 - c) collecting information identifying the advertisements received.
2. The method as recited by claim 1 wherein a sample of a population of viewing devices are instrumented with the instrumentation program.
3. The method as recited by claim 1 wherein the advertisements are banner images.
4. The method as recited by claim 1 wherein the collected information comprises a banner image 102 URL, a checksum and a length.

*Sub
B7*
A method of determining the reach and frequency of view of an advertisement comprising:

- a) instrumenting a viewing device with an instrumentation program;
- b) receiving information at the viewing device, the information including advertisements; and
- c) collecting information identifying the advertisements received.

6. The method as recited by claim 5 wherein a sample of a population of viewing devices are instrumented with the instrumentation program.
7. The method as recited by claim 5 wherein the advertisements are banner images.
8. The method as recited by claim 5 wherein the collected information comprises a banner image 102 URL, a checksum and a length.

*Sub
B3*

A panel computer comprising a first stored program for browsing a distributed network and a second stored program for instrumenting the computer to report information regarding the advertising images viewed on the computer, the computer comprising:

- a) a first port coupled in communication with the distributed network;
- b) a first storage area storing the first stored program, the first stored program when executed causing the computer to allow user controlled access to the distributed network; and
- c) a second storage area storing the second stored program, the second stored program when executed causing the computer to collect statistics on advertisements retrieved from the distributed network and viewed on the computer, the second stored program collecting information regarding the advertisements viewed.

10. The panel computer as cited by claim 9 wherein the advertisements are banner images.

11. The panel computer as recited by claim 9 wherein the collected information comprises a banner image 102 URL, a checksum and a length.

12. The panel computer as recited by claim 9 wherein the distributed network is the Internet.

DWb
BW 13
A method of collecting information regarding advertisements viewed by a client computer communicating with a distributed network, the method comprising the steps of:

- a) receiving an advertising image from the distributed network at the client computer;
- b) deriving a unique identifier identifying the advertising message;
- c) reporting the unique identifier to an analysis engine.

14. The method as recited by claim 13 wherein the unique identifier comprises a checksum.

15. The method as recited by claim 13 wherein the unique identifier comprises a checksum and the length of the advertising image.

16. The method as recited by claim 13 wherein the step of reporting to the analysis engine is accomplished by transmitting a message over the distributed network from the client to a server, the message including the unique identifier.

00000000000000000000000000000000